

USING THE DIFFUSION OF
INNOVATIONS MODEL IN
REDUCING HEALTH DISPARITIES
IN HIGH CERVICAL CANCER
MORTALITY REGIONS

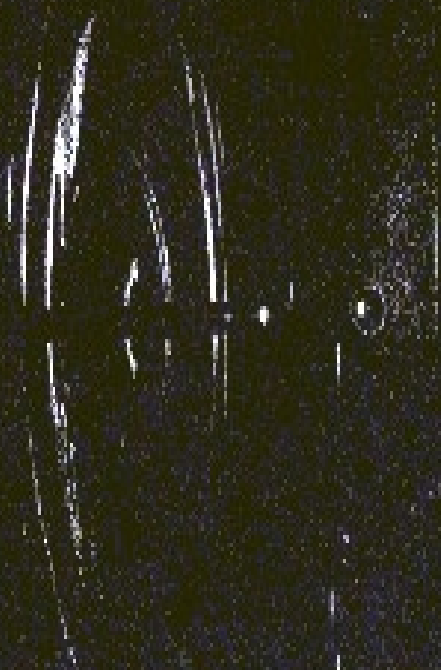
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DIFFUSION OF INNOVATIONS

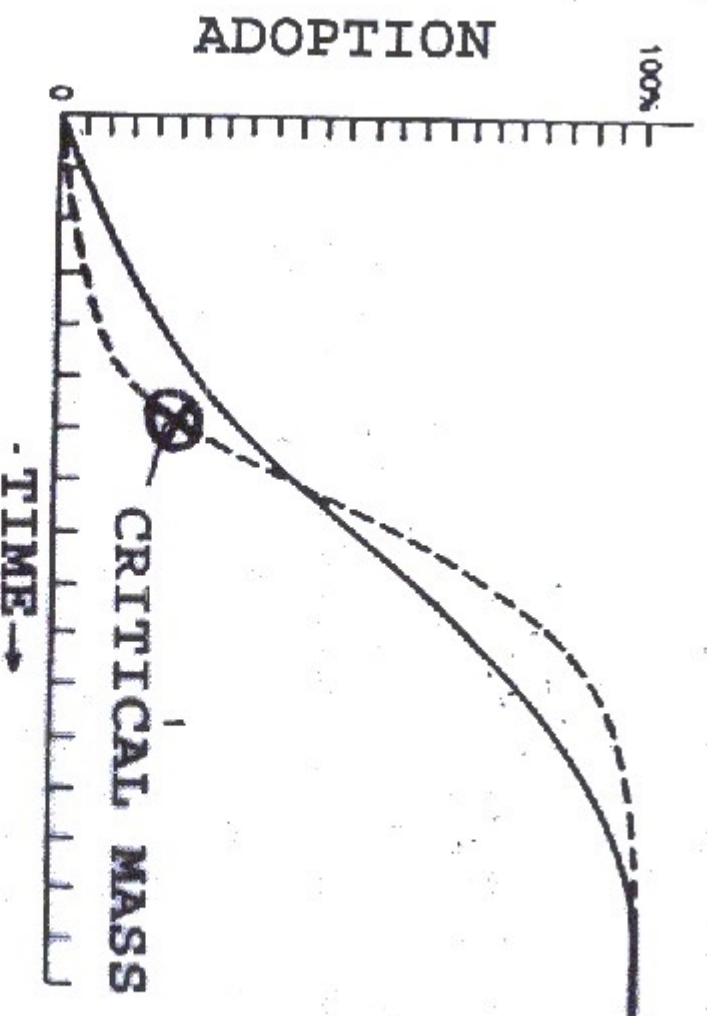
FOURTH EDITION



EVERETT M. ROGERS

AN INNOVATION

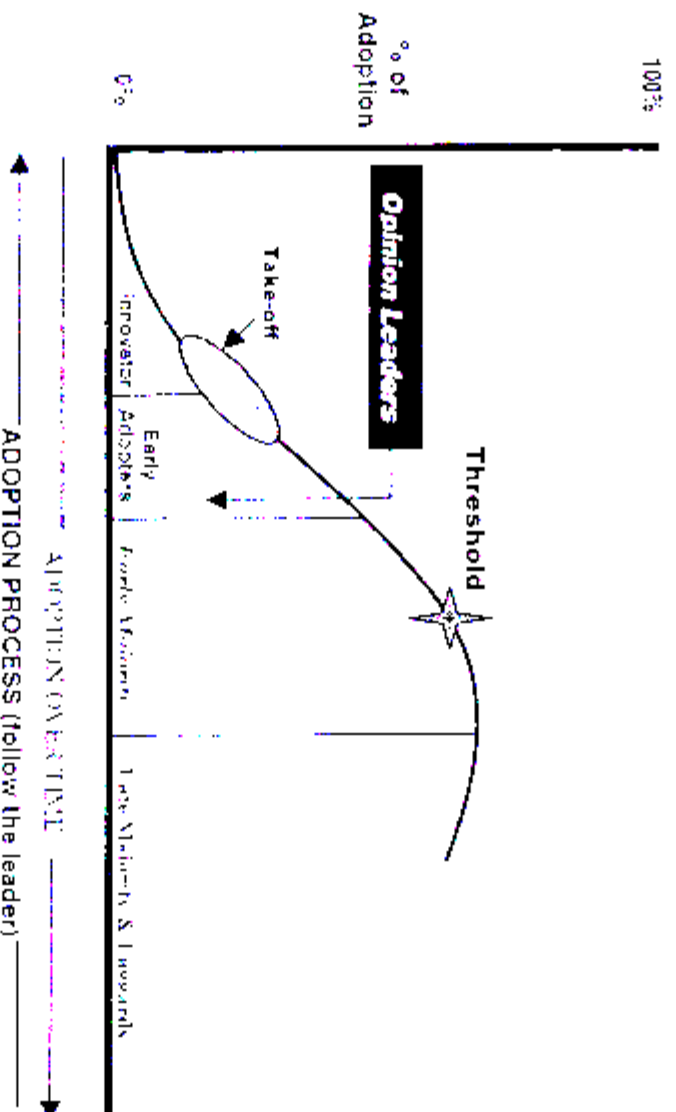
✓ An **INNOVATION** is an idea, practice, or object, that is **PERCEIVED** as new by an individual or other unit of adoption.

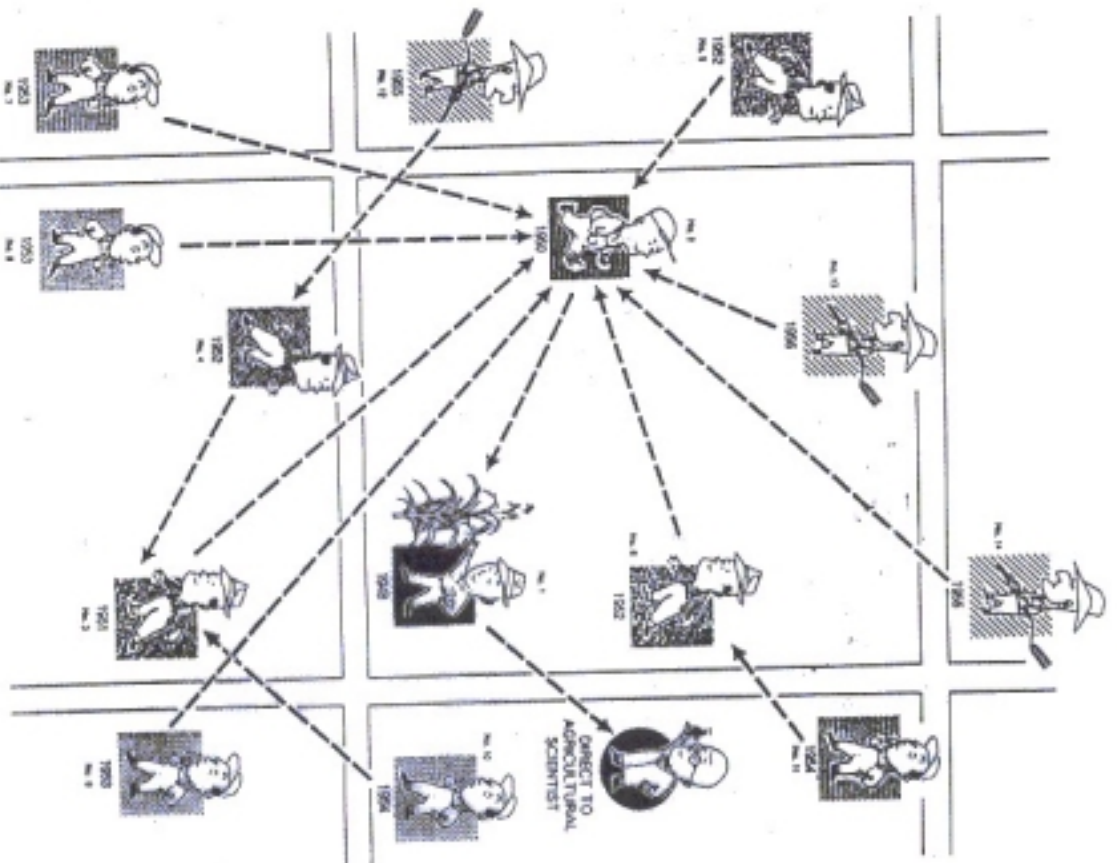


CRITICAL MASS

...THE POINT AT WHICH ENOUGH INDIVIDUALS HAVE ADOPTED AN INNOVATION THAT THE INNOVATION'S FURTHER RATE OF ADOPTION IS SELF-SUSTAINING.

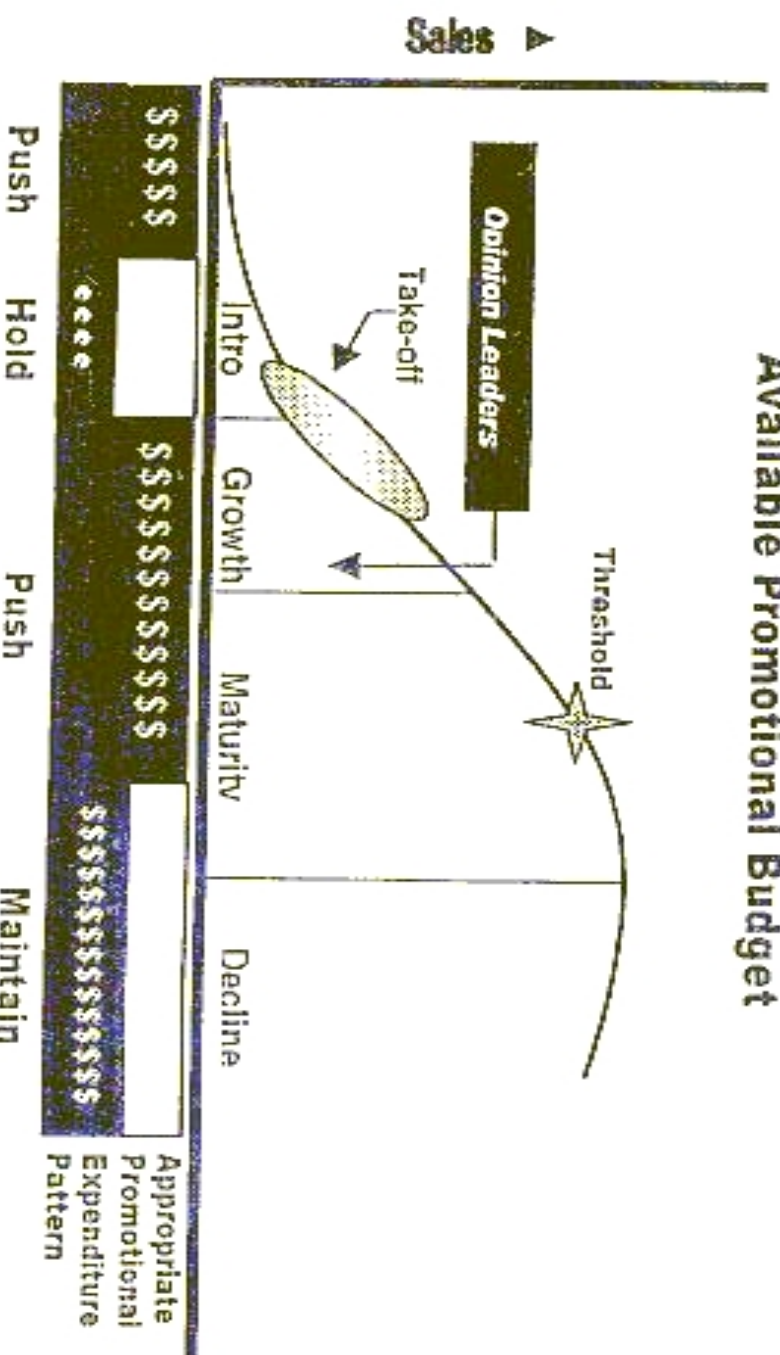
Figure 2
Adoption Curve





How fourteen Midwest farmers obtained information on a new farm practice. Farm locations are shown against a mile grid.

Figure 6
 Maximizing Effectiveness of...
 Available Promotional Budget



CHARACTERISTICS OF INNOVATIONS

- ✓ Relative advantage
- ✓ Compatibility
- ✓ Complexity
- ✓ Trialability
- ✓ Observability
- ✓ Re-invention

PREVENTIVE INNOVATION

A preventive innovation is a new idea that an individual adopts in order to avoid the possible occurrence of some unwanted event in the future.

- e.g.
- o contraceptives
 - o seat belts
 - o buying insurance

A SOCIAL SYSTEM

✓ A **SOCIAL SYSTEM** is a set interrelated units that are engaged in joint problem-solving to accomplish a common goal.

